



TEXAS GENERAL LAND OFFICE JERRY PATTERSON, COMMISSIONER

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PRESS RELEASE

Bryce Seifert wins Trash Travels High School PSA contest

Dripping Springs High School student's 30-second video to air on YNN

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AUSTIN — Dripping Springs High School junior Bryce Seifert's slapstick approach to delivering the message "trash travels" earned him top honors in the Trash Travels High School PSA contest.

"Bryce's video is funny, but still effectively delivers a serious message that litter in Central Texas can work its way to our Gulf Coast beaches," said Texas Land Commissioner Jerry Patterson. "I look forward to seeing it on YNN."

Bryce's 30-second video will air on YNN Austin, Time Warner Cable's 24-hour Central Texas news channel. Bryce, 16, also wins a private tour of Robert Rodriguez's Troublemaker Studio in Austin, two 3-Day 2012 ACL Tickets and a class party to Schlitterbahn Waterpark in New Braunfels.

The Trash Travels High School PSA contest was a first for the Texas General Land Office's Adopt-A-Beach Program. The contest was open to Texas students in grades 9-12 who live in Bastrop, Blanco, Burnet, Caldwell, Fayette, Hays, Llano, Lee, Travis or Williamson counties. Entries were judged on the effectiveness of the message, creativity, educational aspects and uniqueness.

"The idea of this contest was to get kids thinking about how trash travels, and try to stop it at its source," Patterson said. "Litter in Central Texas can make its way to the Gulf Coast, where we organize thousands of volunteers through the Adopt-A-Beach Program to pick it up."

Carson Carter, a junior at Cedar Park High School, won second place with his 30-second video PSA submission. Emily Cauley, a freshman at Inside Out School in Pflugerville, took third place. Both win passes to Schlitterbahn Waterpark in New Braunfels and Austin Paddlesports(SUP ATX).

To see the winning PSAs, stay tuned to Time Warner Cable's YNN Austin, or visit: <http://www.glo.texas.gov/adopt-a-beach/psa-contest/index.html> .. You can also visit our website to see the top three winners and two honorable mentions.

The Texas General Land Office Adopt-A-Beach Program is one of the most successful volunteer efforts in the nation. The goal of the Adopt-A-Beach Program is to not only remove trash from Texas beaches and waterways but to also increase public awareness of the problems of marine debris and beach litter.

As volunteers clean up beaches they record data to learn more about the causes of marine debris and to help mitigate pollution along Texas' 367 miles of coastline. Since 1986, more than 423,000 volunteers have removed more than 8,100 tons of trash from the Texas coast. That's enough to fill up a line of dump trucks 90 miles long.

For additional information on the Adopt-A-Beach Program, or to participate in the next cleanup visit www.texasadoptabeach.org . You may also call the Texas General Land Office toll free at 1-877-TXCOAST.

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